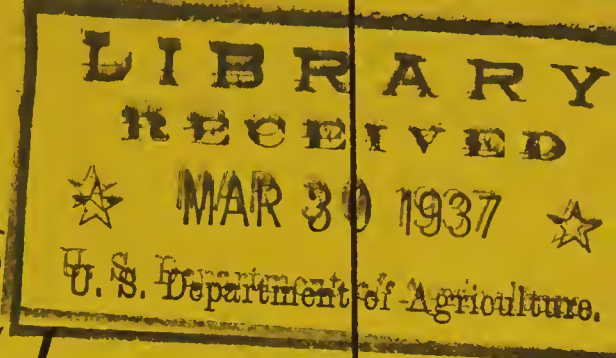


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,71



Zant's
Blue Ribbon
DAHLIAS



SON OF SATAN
*The new sensa-
tional, four honor
roll Dahlia.*

Zant's
WILDWOOD GARDENS
DAHLIAS EXCLUSIVELY
GRAND RAPIDS, MICHIGAN
1937

Visitors Welcome

Look for the Sign of
ZANT'S
WILDWOOD GARDENS

Growers of
Blue Ribbon
DAHLIAS

We are located a half mile East of Grand Rapids on the new Super Highway. Three Trunk Lines pass our Gardens. US-16, M-21 and M-50.

THREE ACRES OF DAHLIAS
IN OUR
EXHIBITION GARDENS

Long Distance Phone

Bell 87938

Zant's
WILDWOOD GARDENS

Dahlias Exclusively
2160 East Fulton Road, Grand Rapids, Mich.

M E M B E R

CERTIFIED
DAHLIA



COMMERCIAL
GROWERS

It's Your Guarantee of Quality



JOHN J. ZANT

Owner and Manager

ZANT'S WILDWOOD GARDENS

Landscape Architect and Grower

Graduate

**American School of Landscape Architecture
and Gardening**

***1937 — Our 22nd Year Growing
Blue Ribbon Dahlias***



Our Greetings for 1937

Spring, 1937.

Dear Dahlia Friends:

Again we greet you with our Book of Blue Ribbon Dahlias and we want to thank you who have favored us with your orders and for the many fine letters you have written about the splendid results you had with our roots and plants. The photos received showing the wonderful growth and bloom

in your own gardens made us wish we, too, could see them.

But how I wish you who are now reading this catalog could see our gardens when in bloom. It's hard to tell in cold print about the sight or the quality of our stock without seeming to exaggerate, but if you could hear the remarks of the hundreds of visitors on the sturdy growth, the healthy foliage, and the enormous quantity and size of the blooms you would realize we are not doing the gardens justice with our meager description, so we say: Plan your vacation in Michigan and pay us a visit; we assure you the trip will be worth while. We'll be looking for you in 1937, our 22nd year growing Dahlias.

Sincerely yours,

JOHN J. ZANT.

The Winners of Our
1936 GARDEN PHOTO CONTEST

See pictures pages 4, 6, 8, 10, 14, 16.

First Prize — \$10.00 in Roots or Plants

MRS. JOSEPH S. DORMAN

Garden City, Long Island

Second Prize — \$7.50 in Roots or Plants

MRS. ETHEL SMITH

Attica, Indiana

Third Prize — \$5.00 in Roots or Plants

MR. C. G. ROLLINS

Cornwallis, West Virginia

Fourth Prize — \$2.50 in Roots or Plants

MR. R. E. SAMS

San Bernardino, California

And Honorable Mention

MR. DAVID YATES, Southbridge, Mass.

MR. E. KEEGSTRA, Jenison, Mich.

Whom we have awarded same value as the 4th prize.

AN EXPLANATION

We receive each year many pictures which show wonderful results in growing but the photos are blurred so that we cannot obtain good cuts of them and we must have good cuts of the winners. We are grateful for your interest and only sorry that we cannot award each sender a prize.

J. J. Z.

LATE ROLL OF HONOR

AND

ACHIEVEMENT MEDAL WINNERS

The Best New Varieties in Our Garden 1936

AZURA, I. D. BALLAY

Rosy Lilac, 12-inch blooms on fine stems. One of the two best 1936 introductions in our garden. \$15.00 net per root in 1936.

Plants \$3.50

CHALLENGER, S. C.

Color is a brilliant cardinal red; a vigorous grower and very attractive. Blue ribbon winner at the New York Show where it triumphed over Satan.

Roots \$3.00 Plant \$1.50

CLARA CARDER, I. D. KEMP

This giant is a cyclamen pink with a flush of yellow at base of petals. Husky grower and one of the best pinks to date.

Roots \$3.50 Plant \$2.00

DAUGHTER OF VENUS (Deland), 1936, I. D.

Another border line type being informal decorative to semi-cactus. Its given color is rosy mauve with center petals of a delicate orchid which gives it unusual beauty either in day or artificial light. Profuse bloomer with long stiff stems. Exhibited at the 1935 Mid-West Dahlia Show, where it was a center of attraction. Honor Roll.

Roots \$3.50 Plants \$1.50

EDITH A. LEHMAN: I. D. KEMP

A great favorite last season, a beauty. Color: A warm old rose with reverse of tawny salmon.

Plants \$2.00

GEORGE RELYEA, F. D., Wayland Dahlia Gardens

A fine Bi-Color, salmon-orange, tipped white. 8 to 10-inch blooms on extra long stems. Very popular with visitors. The two roots we had on trial each produced eight fine roots to a clump. We think Mr. Ryno has a winner here.

Plants \$5.00

GRAND SLAM (Hulin)

A true Semi-cactus of deep rose, citron yellow and light pink. The 9 to 10-inch blooms are held on good stiff stems; insect resistant foliage; height 5 feet; floriferous; very attractive and winner of many prizes.

Plants \$2.00

GOLDEN MONARCH, (Almy), 1936, I. D.

Golden yellow suffused orange buff. A medium height bush producing freely huge full centered blooms. The originator claims this variety will produce more huge blooms than any other yellow with possible exception of his Lord of Autumn.

Plants \$2.00

HI-LITE (Lee), I. D.

Winner at the Washington state show as the best Informal Decorative. Rich velvety carmine shaded with rose red, tipped lightly with gold, reverse silver. Very beautiful; stiff stems. Very large deep blooms.

Plants \$2.00

JUDGE SAMUEL SEABURY, (Etherington), I. D.

Immense, bold flowers of pink and cream. One of the best of last year's introductions in my gardens. It has size, splendid dark green foliage, and good stem. I cannot recommend this dahlia too highly.

Plants \$1.50

JESSICA DRAGONETTE (SC), 1935

A large semicactus variety in a beautiful color combination, peach, apricot and mauve, perfectly blended. A strong vigorous grower with fine stems and tough foliage.

Plants \$1.00



*First Prize
Winner in Our
Garden Photo
Contest, 1936*

Garden City, Long Island
September 23, 1936

Dear Mr. Zant:

Enclosed you will find two pictures of Dahlias purchased from you last spring, California Idol was 11 inches across and Lord of Autumn 12½ inches. America's Sweet-heart was also very good, 12 inches across. When you send out your catalogs, kindly send me a few extra as I want to give them to some dahlia friends.

Very truly yours,
MR. J. DORMAN.

JIMMIE FOX, (Johnson), I. D.

A large semi-cactus variety in a beautiful color combination tinged with henna. The flowers obtain a size of 13 inches in diameter by 8 inches in depth and are supported by strong straight stems. The plant is an exceptionally sturdy grower, having heavy foliage. Winner of the American Home Achievement Medal at the New York Show, also the Derrill W. Hart Memorial Medal offered for the first time at this show. This medal is considered by the American Dahlia Society as the highest award in the seedling class.

Plants \$7.50

KITTY MAC (Kemp), I. D.

A sensational dahlia of exceptional merit. Color reddish purple; flowers 10 to 12 inches in diameter, 6 to 7 inches in depth. Blooms recurve to the stems which are strong and rigid. This fine dahlia should be in every high class collection. On 1935 Honor Roll. Tall growing.

Roots \$5.00 Plants \$2.00

MARY RITZER S. C., (Ritzer)

A sport of Edna Ferber; color, pink; size of bloom slightly larger than Edna Ferber. Good grower. On Mr. Eldredge's 1936 Honor Roll.

Plants \$1.00

MARGRACE I. D., (Bissell)

Here is a great dahlia. Made about the best record of the year. Certificate of Merit at both Storrs and East Lansing. At the Mid-West Show at Cleveland it won first in the Informal Decorative Class; Sweepstakes in the Seedling Classes, and first in the Informal Decorative Class at Michigan State Show. Outstanding at Bronx Park. A tall, upright grower. The color is a brilliant scarlet, tipped and striped with gold. On Mr. Hart's, Mr. Johnson's, Mr. Barron's, and Mr. Eldredge's 1936 Honor Roll.

Plants \$2.00

MIRIAM HOPKINS (Cordes-Eastman) Semi-Cac.

The color is something like Amelia Earhart, but shades to a copper-orange instead of apricot and salmon as in Amelia Earhart. The flower is a long-petaled one of bold, star-like shape, a tall grower and splendid exhibition dahlia. A semi-cactus, rather loosely formed but of good depth and diameter; color, salmon pink and rose combination; an early and free bloomer; height of plant 5½ feet. Winner as the most perfect bloom at Los Angeles show.

Roots \$5.00 Plants \$2.00



MISS OAKLAND, F.D. Hook

A fine pure white formal decorative, prolific bloomer with medium size blooms. Fine for exhibition or cut flower, stems 12 to 30 inches long; vigorous growth and insect resistant foliage. Certificate winner at both trial grounds 1936.

Plants \$5.00

MISS GLORY, (Ballay-Success), Semi-Cac

Great big apricot yellow semi-cactus as deep as its diameter, perfect long stiff stems carrying the large blooms well out of the foliage, erect and facing. Certificate at Storrs, 1935. This variety grew 12-inch bloom at Storrs in 1935 and the highest scoring semi-cactus at the trials last season.

Plants \$3.50

MISS LONG ISLAND, I. D., (Jeffords-Parrella)

A tall grower with splendid habits and a very attractive plant. The color is bright watermelon pink. Some of the petals show tips of silver. It is a bright sparkling color and a very pleasing clean cut flower. Unusual and diseased insect resistant foliage and attractive shape. The petal of this dahlia has that rare ruffled formation which is unusual and beautiful. It is in a class by itself. If you want a garden full of blooms from beginning to the end of the season do not overlook Miss Long Island. On Mr. Hart's 1936 Honor Roll.

Roots \$4.00 Plants \$2.00

MILTON J. CROSS, I. D., (Johnson)

This is a magnificent flower and will unquestionably take its place with the outstanding exhibition varieties. It is a nicely proportioned, very large bloom of great depth and beauty. The color is a clear gold at the center of the flower, shading to a light orange-buff on the outer half of the petals. The color is bright, rich, and pleasing. On Mr. Hart's, Mr. Johnson's, Mr. Barron's, and Mr. Eldredge's 1936 Honor Rolls.

Plants \$4.00

OAKLEIGH MONARCH, F. D., (Hook)

A certificate winner and on three Honor Rolls last season (1935). The flower is unlike any other in many ways. The color is a bright cerise red with broad petals being nearly tubular near the center. Fine keeper both on and off the bush. This was one of the highest scoring dahlias at the trial gardens.

Roots \$5.00 Plants \$2.00



*Second Prize
Winner in Our
Garden Photo
Contest, 1936*

Attica, Indiana
November 12, 1936

Dear Sir:

Enclosed is a picture of Kemp's White Wonder dahlia grown from your green plants.

This is the second collection of green plants I have purchased from you and I am more than pleased with them. Several people who have seen my dahlias have asked for your address.

Kindly send your catalog to

Yours truly,
MRS. ETHEL SMITH.

PRACHTKERL, S. C. (Foreign)

This German novelty created a sensation at the Mid-West Show at Cleveland. It is a seedling of Frau O'Bracht but of a deeper yellow and of larger size. It is a dahlia of nearly perfect form, and bids fair to duplicate its illustrious parent in American showrooms and gardens. On Mr. Hart's and Mr. Eldredge's 1936 Honor Rolls.

Plants \$1.00

PRIDE OF AUSTINBURG, (Strasen), I. D.

Color, a grenadine pink and light yellow, center and reverse light purple; cane stem; foliage insect resistant; height 4½ to 5 ft. Scored 87 at Storrs and 85.5 at East Lansing; prolific bloomer.

Plants \$2.00

PRIDE OF AMERICA, S. C., "Nunneville"

Another giant that will create a sensation at the shows; color, primrose yellow tinted pink on reverse of petals, the outer petals twist in a most enhancing manner, prominently showing the reverse, the blooms average ten to twelve inches and quite deep, are held facing sideways on strong, stiff, cane-like stems, the foliage is large, thick and leathery. The plant is a strong, rugged grower, a dahlia of great merit and on all Honor Rolls. Height 5 to 6 ft.

Plants \$3.50

QUEEN CITY, F. D., (Peck)

A dahlia with a remarkable record for the season. Winner as Best Keeper in the Undisseminated Varieties at the Mid-West Show at Cleveland. Also outstanding at East Lansing and at the New York Botanical Gardens. Like Buckeye Bride, it is a splendid open grower. It blooms throughout the entire season. The color is a distinctive pink, a shade halfway between cherry-red and old-rose. Good cut flower. On Mr. Hart's, Mr. Barron's and Mr. Eldredge's 1936 Honor Rolls.

Plants \$3.50

RED VICTOR, I. D., (Strasen)

A beautiful novelty. It is not a tremendously large flower but can be grown easily to exhibition size. The color is an unusual shade of rose-red, and under artificial light is a sparkling, brilliant flower. The plant is a nice clean grower, and free bloomer. On Mr. Hart's Honor Roll for 1936.

Roots \$5.00 Plants \$2.00

RED JUG, (Preas-Ruschmohr), S. C.

Striking cardinal red. The petals tipped yellow. Blooms average 10 inches in diameter and 5 inches deep. It won the American Achievement medal as the best undisseminated dahlia in the West Virginia show in Fairmont in 1934. The stems are long and stiff and the foliage leathery and insect resistant. The plant has a natural growth up to 6 ft. in height and produces flowers of remarkable qualities.

Plants \$2.00

ROSE OF HEAVEN, (Almy), I. D.

This variety was a favorite at the Georgia Test Gardens, with many of the visitors and its color is the same shade of pink as the Pink Radiance Rose, and received its name because of a lady visiting the garden remarking, "What Heavenly Color." Bushes grow 5 to 6 ft. in height and are healthy and insect resistant; stems long and stiff.

Plants \$2.00

SON OF SATAN, Slocum

The new sensational, four honor roll dahlia. Certificate of Merit Winner. An immense incurved cactus, flame red, with excellent stems. This sensational four honor roll dahlia scores another honor. Dr. Marshall A. Howe, Director of the New York Botanical Gardens, reports as follows: Son of Satan is the strongest and most vigorous looking in the 1,100 plants in our collection. The flowers are large and attractive. Our bushes grew 6 ft. tall and when in full bloom attracted more attention than any other variety in our exhibition garden. See picture on cover.

Roots \$15.00 Plants \$7.50

THE WOLVERINE, I. D. Slocum

A beautiful large red with almost black centers, good stems, very prolific bloomer and a good keeper. Root supply limited, order early.

Roots \$7.50 Plants \$3.75

Save Half Your Dahlia Dollars

Buy Zant's Green Plants

Our Green Plants are produced from our finest clumps selected in the field for propagating. We use base cuttings only and root them by electric heat. We grow them cool, which assures stocky plants; they are hardened off before shipping and the many letters of appreciation we have received prove that with the proper care they will produce as good clumps and usually far better blooms than roots and yet the price is only one-half the price of roots. Our own planting for several years has been at least 75 per cent plants.

BUT REMEMBER THIS

There's a big difference in plants, so place your order with a grower who you know has the knowledge and proper stock and equipment to produce the highest grade plants.

***Be WISE and ECONOMIZE with
Zant's Blue Ribbon Dahlia Plants***

Third Prize Winner in Our Garden Photo Contest, 1936



Cornwallis, West Virginia
November 25, 1936

Gentlemen:

The shipment of green dahlia plants which I received from you last spring, grew into sturdy bushes which blossomed well and made strong clumps.

Everyone that sees my dahlias exclaims over their sturdiness.

By the way, almost all my entire collection came from Zant's. I am sending photograph of Sultan of Hillcrest.

C. G. ROLLINS.

BEGINNERS COLLECTION

6 Roots for \$1.19, Postpaid

All Choice Cut Flower Varieties

Jersey Beauty, Popular Pink.

The Commodore, Large Canary Yellow.

Judge Marean, Popular Orange and Red.

Jane Cowl, Bronze, Buff and Salmon.

Mrs. I. de Ver Warner, Orchid Lavender

And one of our selection.

FOR NEW CUSTOMERS ONLY

This collection is a loss to us but is done to make new friends for the Dahlia, King of the Garden.

ZANT'S BLUE RIBBON DAHLIAS

Large Flowered Type

ABBREVIATIONS: F.D. — Formal Decorative; I.D. — Informal Decorative; S.C. — Semi-Cactus; C — Cactus.

ADIRONDACK SUNSET, I. D.

Color scarlet red with golden tips and reverse. Center of the flower is tipped golden orange. The favorite by popular vote at the New York Botanical Gardens in October, 1934. Don't pass it up.

Roots \$1.50 Plants \$.75

AMELIA EARHART, S. C.

(Cordes) A 1933 introduction that took all by storm. It was and still is one of the largest dahlias in cultivation. A Semi-Cactus, coral in color. One of the greatest exhibition flowers ever introduced.

Roots \$1.50 Plants \$.75

ADORABLE, I. D.

Color a vivid peach shading to an orange yellow glow at the center. Petals twist at the tips. Good stem. On Hart's Honor Roll 1935. Won a number of prizes last fall.

Plants \$1.00

AIR MAIL, I. D.

An outstanding Northwest prize winner and good keeping cut flower. Blooms large, stems extra long, strong and erect. Color pink, tinted with lavender.

Plants \$.50

*ALTMARK, S. C.

Here is a cactus we prefer to Paul Pfitzer. It has an Award of Merit to its credit. The color is rose, suffused lilac with a white center. A favorite with all visitors and one of the finest foreign varieties.

Roots \$1.00 Plants \$.50

AGNES L. YOUNG (Young), I. D.

A brilliant red flower with gold tips and gold reverse, with twisting petals which cause the appearance of golden lights through the flower. Medium height plants, heavy foliage, good stems and large flowers.

Plants \$.50

AMERICA'S SWEETHEART, I. D.

An immense variety that is very outstanding among the new introductions. Color is a pure yellow without a particle of shading. Many of the petals are double serated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum.

Roots \$2.50 Plants \$1.00

ARELDA LLOYD, I. D.

Certified at the Trial Gardens at both Storrs and East Lansing; color is a soft shade of yellow, reverse a clear yellow with pink veinings.

Roots \$1.00 Plants \$.50

AUTUMN MOON, F. D.

A huge golden yellow, high lights of peach amber showing, a consistent bloomer on long, strong stems and a very rugged grower.

Roots \$2.00 Plants \$1.00

BETTY COLTER, I. D.

A light salmon red throughout, shading to old rose at the base, of the long rolled petals, the blooms are of good size and form, and are held erect on the best of stems. An early, free and continuous bloomer.

Roots \$.50

BLUE TRAIN, F. D.

(Burkard) 1934. A fine shade of blue-purple, on top of great stems. A dahlia that will grow any place and insects let alone. Will carry a great number of 9 to 12-in. blooms. You can't go wrong on this one.

Roots \$.75



●
*Fourth Prize
Winner in Our
Garden Photo
Contest, 1936*

San Bernardino Calif.
November 17, 1936

Dear Sir:

Enclosed are some pictures of the Cavalcade dahlia grown from the plants received from you this spring. The one picture was taken in August and the other two were taken of the second set of blooms which came on in October.

All of the plants received from you did exceptionally well, especially Lord of Autumn which was in bloom from early in the season until killed by frost on November 3rd.

Please enter this in your 1936 Photograph Contest.

Yours very truly,
R. E. SAMS.

BUCKEYE BRIDE, F. D.

On Honor Roll for 5 years, wonderful pink, extra long stems, rated 94, our best selling cut flower. We have never been able to grow enough of this variety to take care of our orders.

Roots \$.50 Plants \$.50

BABY ROYAL, S. C.

A beautiful little flower of salmon pink and apricot with gold shading. Long stiff stems. Many times a prize winner. Good keeper.

Roots \$.35 Plants \$.35

BEFREING, I. C.

An imported cactus; a large brilliant red; a wonderful cut flower.

Roots \$1.00 Plants \$.50

BUCKEYE QUEEN, F. D. (Peck)

Another dahlia from the Buckeye State. This one is a clear, mallow pink or lilac. Stems strong and erect. Won first prize as the best undisseminated seedling at Cincinnati.

Roots \$2.00 Plants \$1.00

BETTE DAVIS (Cordes), 1935, S. C.

Bright, deep violet rose with slightly darker center. The splendidly formed semi-cactus blooms are full centered and held facing or up on long stems. Prolific bloomer and fine keeper. Achievement Medal winner and Honor Roll Dahlia.

Plants \$1.00

CARLA

Miniature. Dahliadel. Buff shaded pink; a fine little cut flower.

Roots \$.50 Plants \$.50

CADET, S. C.

One of Ballay's California originations somewhat like the popular Satan in formation but in color a light primrose-yellow, almost cream. A long petaled, graceful flower, long stems on a tall bush.

Roots \$2.00 Plants \$1.00

CALIFORNIA IDOL, I. D.

This giant yellow has a coast to coast record as a winner. On Hart's Honor Roll. Certificate at Storrs. It did well in our garden. The petals curl back so that it looks like a giant chrysanthemum. A fine grower. With Lord of Autumn and America's Sweetheart it gives us three great yellows.

Roots \$3.00 Plants \$1.50

CLARA BARTON, I. D.

A gorgeous dahlia of good size, depth and color. A bright lavender, shaded orchid, the petals are long and twist slightly near the ends in a graceful manner.

Roots \$1.50 Plants \$.75

CAMEO QUEEN, F. D.

(Burkard) 1935. A dream in colors, cameo shades with rich deep peach shadings, 8-10-in. blooms.

Plants \$1.00

CAVALCADE, F. D.

(Groll) A formal decorative of the Jersey Beauty type, size of bloom 7 to 9 inches, height of bush, 5 to 6 ft. The best stemmed variety ever grown in our gardens. Leathery foliage. The color is a beautiful shade of old rose or mulberry pink. Every flower comes perfect, facing you. A free bloomer. Without question the best commercial variety introduced since Jersey Beauty and a fine keeper.

Roots \$1.00 Plants \$.50

CHAUTAUQUA SUNSET, F. D.

A wonderful blending of sunset colors, gold, shaded old rose and coral. A great exhibition dahlia.

Plants \$.50

CHAMPOEG

The unusual coloring of Champoeg makes it an especially attractive flower. It is a waxy canary yellow at the centre and shades into a salmon pink.

Roots \$.50

CITY OF CLEVELAND, I. D.

Originated by Mr. Walter Bissell of Hillside Farms. Certificate winner at Storr's trial grounds, 1933, and on two Honor Rolls for 1935. It's a bright scarlet splashed with gold, insect-proof and a prolific bloomer.

Roots \$1.50 Plants \$.75

CORNELIA BRYCE PINCHOT, I. D.

One of the richest colors; a glowing bergundy red on a heavy deep flower. Winner at Chicago as best seedling of the year 1934. Also at Bryn Mawr, it won as the largest and finest bloom. On the Honor Roll.

Roots \$1.50 Plants \$.75

COLONEL LEWIS, I. D.

Here we have a winner, in a deep rose pink, reverse same color; an early bloomer with the best of stems, and foliage. A vase of three blossoms was judged the best at West Virginia Show.

Plants \$1.00

Seeing is Believing

VISITORS ALWAYS WELCOME

A partial glimpse of three acres of Dahlias in bloom at Zant's Wildwood Gardens, Grand Rapids, Michigan — Michigan's Finest Dahlia Farm.



This view shows our Root Storage Building with offices above and Propagating and Growing Houses

ONE of the most modern plants in the country for producing the Highest Grade of Roots and Plants. Has these exclusive features: A 25 by 75-foot Foley Greenhouse, where the plants are grown cool, making short stocky plants that we can ship anywhere in the United States and guarantee safe delivery. We also have a separate Propagating House, 10 by 25 feet, equipped with electrically heated

benches for rooting the cuttings. These are controlled by electric thermostats. The plants are hardened off before shipping — we ship them safely all over the United States.

Our Modern Overhead Irrigation System, and Air-Conditioned Storage with proper temperature and humidity, insure for our customers "Full-of-Vitality-Roots" that will grow anywhere.

Honorable Mention in Our Garden Photo Contest, 1936



Jenison, Mich.
January 16, 1937

Dear Mr. Zant:

The pictures I am sending you will give at least some idea of the beauty of our dahlia gardens. It was the admiration of our neighborhood and we were justly proud.

The splendid plant growth and huge blooms were evidence of the vitality of the stock received from you. They were the best plants and roots I've ever grown.

The picket fence in the background, which is about 7 feet high, will give you some idea of the ideal height of the plants. America's Sweetheart and Sultan of Hillcrest were my favorites as the photographs show.

I wish to thank you most heartily for your kind and generous treatment. You will receive more orders from me in the future.

Sincerely yours,
ENNE KEEGSTRA.

This is only the third year Mr. Keegstra has grown Dahlias. Picture above shows what care and good stock will do.

CROYDON GLORY (Kemp, 1935), F. D.

Of a formation similar to Monmouth Queen, but of slightly different tone of yellow. Blooms are a little larger than Monmouth Queen. One of the best of the newer varieties.

Roots \$2.50 Plants \$1.00

DADDY KEMP, I. D.

Another Roll of Honor variety and a sensation in our garden. It certainly made good with us and our visitors. Color, a rich purplish red of immense size, 14 inches and over, and 5 to 7 inches in depth. A prolific bloomer. Grow 3 to 4 stalks to assure good stems.

Roots \$2.00 Plants \$1.00

DAHLIADEL GOLD, F. D.

Here is a variety which can win in the largest bloom class if grown as it should be. Color, a pleasing golden yellow, shading darker at the center with a suffusion of light coral red.

Plants \$1.00

DAISY TURNQUIST, I. D.

A dahlia you will be proud to show your friends. A winner in the northwest, scored 85 at Storr's. Color, a rich rose-pink to salmon-orange.

Roots \$2.00 Plants \$.75

***DOKOUPIL'S GIANT, F. D.**

The blooms of this variety are large and deep, and has a color all its own, a soft lilac rose.

Roots \$1.00

***DOKOUPIL'S TRIUMPH, I. D.**

Newly imported from Czechoslovakia and a variety of great merit. Extra large flowers of straw color shading to light amber at base of petals.

Roots \$1.00

***DR. SCHEINER, S. C.**

A giant cactus of a lovely rosy lilac and one of the finest in our gardens of the past year.

Roots \$1.00 Plants \$.50

DWIGHT W. MORROW, I. D.

A gigantic dark red dahlia that is much admired by everyone.

Roots \$.50

***ENTRUPS MONARCH, I. D.**

A brilliant cherry carmine, on a white ground, the colors blend in a most enhancing manner, the petals are long and broad, and twist gracefully near the tips.

Roots \$1.50 Plants \$.75

EAGLE ROCK FANTASY

Color a light mallow pink, but most every visitor called it orchid, and no orchid was every more beautiful. It is very large and continues so until frost. Fine stems and dark green foliage. Honor Roll.

Roots \$1.00 Plants \$.50

ELEANOR M. RADELL, I. D.

A new color combination; lovely shell pink shading to deep rose at center. It is a fine, clean growing dahlia. Certificate of Merit, Storr's, 1932.

Roots \$.75 Plants \$.50

ELISSA LANDI, F. D.

One of the 1934 introductions that has proved a great success. It is a formal decorative with a slight wave in the petals. A brilliant coral, fine foliage, good growth, and an exceptionally good keeper.

Roots \$1.00 Plants \$.50

FAIRY — A MINATURE

The formation and color the same as the famous Jersey Beauty. A good grower, throws lots of bloom.

Roots \$.35

FANNIE SANDT, S. C.

Intense rose pink, large size, faultless grower. One of the most beautiful Cactus varieties, a great favorite with visitors but poor keeping roots.

Roots \$.50

***FRANZ BERGER, S. C.**

This is one of the new ones from Germany. Its habit of growth, size and formation of blooms are the same as Frau O'Bracht; the only difference being its color, which is a bright coral red.

Plants \$1.00

***FRAU O. BRACHT, S. C.**

A clean cut, straight-petaled flower, of clear light primrose yellow. Has good stems and keeps well when cut. Received A. D. S. Certificate of Merit.

Roots \$1.00 Plants \$.50

FRED SPRINGER, F. D.

Here is a new dahlia and one that will be in great demand as a border dahlia. It is a dwarf grower, growing to a height of two feet, with distinct fine cut foliage with large scarlet red flowers, with short stems that cover the bush and stay on the plant a long time, giving the plant the appearance of a rose bush with gigantic roses. None better for a border or as a hedge. Has tomato foliage.

Roots \$.50 3 for \$1.25



●

*Honorable
Mention
in Our
Garden Photo
Contest, 1936*

Southbridge, Mass
September 28, 1936

Mr. John Zant:

Well, sir, it's writing time again, and we have to give an account of our luck this summer. Well I must say mine has been fine, I have had lots of people looking at your stock since they started to flower. I have given three displays in different stores, and it's all been the same question, where do you get your stock from? I say Zant's Wildwood Gardens. Send your new catalog as soon as ready. I am sending a few photos showing how your stock grows in Southbridge. They are of California Idol, White Wonder and Hunt's Velvet Wonder. I hope you have had a successful year.

Yours Respectfully,
M. DAVID YATES.

GIRL OF HILLCREST, I. D.

The flowers are artistic and well formed, the color of which is a bright Mikado orange.

Roots \$.50

GOLDEN ECLIPSE, F. D.

A clear, golden yellow with salmon and flesh shadings at the center.

Roots \$1.00 Plants \$.50

GOLDEN STANDARD, C.

A warm buff shaded amber and gold. Very full centers and evenly arranged petals. Bush is a good, open grower. Stem holds flower facing at right angles. Won as the best undisseminated Cactus in New York and also won the President's Cup.

Roots \$2.00 Plants \$1.00

GRACE O'NEIL, MINIATURE CACTUS

First ribbon winner at Mid West show, a fine free bloomer on best of stems, fine shade of pink with silver tips. A sensation wherever shown. It's a beauty.

Plants \$1.00

*GRAND SOLEIL D'OR, I. C., Imported

Gold with amber, very large flowers of wonderful beauty, florets broad at base but decidedly pointed semi-cactus, showing amber on reverse. Stems erect, free flowering. Honor Roll, 1934-5.

Plants \$1.00

GROLL'S GENESEE, I. D.

Beautiful shade of orange. Don't pass this one up.

Root \$.75

HILLCREST BIG BOY, F. D.

A perfect blending of fall shades.

Plant \$.75

HILLCREST FLUFFY RUFFLES, I. D.

A large soft apricot.

Root \$.75

HILLCREST MANDARIN, I. D.

Oriental scarlet and golden yellow.

Root \$.75

HILLCREST NUGGET, I. D.

Bronze with red reverse.

Plant \$.75

HILLCREST SUNSET, I. D.

Beautiful blending of fall shades.

Root \$.75

HARRIET NEALE, I. D.

A 1934 introduction of rich gold. It is an early and profuse bloomer, with ideal foliage. On the 1934 Honor Roll.

Plant \$.50

HONEY, (Pom.)

Light honey yellow with faint suffusion of red on edge of petals. Long stems, (new).

Root \$.50

HUNTS VELVET WONDER, I. D.

Another giant of great beauty. At New York it received a special award of merit. Few big flowers will keep well as long as this one will. Color is a rich, bright violet burgundy. The petals are long and wave and taper near the tips. The blooms, which can be grown to giant size are held facing sideways on good, strong, cane-like stems, well out of the foliage. On Hart's Honor Roll and it sure deserved the honor.

Root \$2.00 Plant \$1.00

INDIANA MOON, I. D.

Color is flesh ocher with faint lines of spinel pink running through some of the petals. 12-in. blooms on 3-ft. stems are easy to obtain on a 6-ft. bush.

Roots \$.50

JANE COWL, I. D.

Color, a warm buff and old gold, blending to apricot and rose at the center. Bush growth is ideal with strong stems holding the giant flowers upright. It is still one of our three best selling cut flowers.

Roots \$.25

JEAN TRIMBEE, S. C.

This variety can be grown to 12 in. Color is a rich, glowing petunia violet, a better description might be a purple Fort Monmouth, but it is a still larger flower than Fort Monmouth. Vigorous habit of growth; stems are very stiff and straight.

Roots \$.75 Plants \$.50

JERSEY'S BEAUTY, F. D.

Honor Roll, beautiful pink, always good.

Roots \$.25

JERSEY'S DAINTY, S. C.

Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attraction and cut flower that can't be beat.

Roots \$1.00

JESSIE CRAWFORD, I. D.

A real art dahlia. Ivory white with a blending of pink. Tips of petals a deep rose. Fine bloom on a good stem. An Honor Roll variety.

Plants \$1.00

JOSEPHINE G., S. C.

Honor Roll 1930. Color, true rose pink, petals tipped pinard yellow. Unusual bloom formation attracts everyone.

Roots \$.50

JEAN, MINIATURE, S. C.

One of the most artistic little informal decorative or semi-cactus dahlias we have ever grown. Color apricot buff, suffused soft lilac rose. Bush strong, and a compact grower. A beautiful dahlia. A free, early bloomer, and very satisfactory. You can cut bouquets from one bush two or three times a week from the middle of August until frost.

Roots \$.50 Plants \$.50

JILL (Pom.)

Color, lemon yellow margined carmine. Blooms small and uniform. Fine for table decoration.

Roots \$.50 Plants \$.50

MELODY, S. C.

Clear pink; fine stems.

Root \$.75 Plant \$.50

MRS. BRUCE COLLINS, S. C.

A light lemon yellow shading lighter toward the tips. Seedling winner at the first Mid-West show.

Roots \$.75

MRS. GEORGE LE BOUTILLIER, I. D.

A giant flower. Color, deep crimson rd, the blooms are exceptionally large and are held erect on long, stiff, almost leafless stems, high above the foliage.

Roots \$1.50 Plants \$.75

MURPHY'S MASTERPIECE, I. D.

Immense dark red that takes its place as one of the outstanding exhibition varieties of all times. There seems to be no limit to the size that this great dahlia can be grown. Stem and growth are all that can be desired.

Roots \$1.50 Plants \$.75

MYRNA LOY, F. D.

Deep rosy magenta with white tips and white reverse. Besides being a splendid dahlia, the color attracts immediate attention as it is so unusual.

Roots \$2.50 Plants \$1.00

NEW GLORY, S. C.

Ox-blood red, tipped white. This is a very striking dahlia. Attracts immediate attention both in the garden and in the showroom.

Roots \$.50

OLYMPIC SUNSET, S. C.

Color is apricot orange, with a blending of pale lemon yellow and having a distinct zone of yellow at the base of the petals, reverse of petal rose.

Roots \$2.00 Plants \$1.00

OMAR KHAYYAM, F. D.

A much admired giant. Color, a Chinese red at the base of petals and shading to a bright orange and tipped lighter.

Roots \$.50

ORIENTAL GLORY, I. D.

One of Indiana's finest introductions. A brilliant deep orange of irresistible beauty. Fine plants, insect resisting. Winner at World's Fair.

Roots \$1.00 Plants \$.50

ORIENTAL GIRL (Greenough, 1935), I. D.

A grand large dahlia of Chinese red and yellow. One of the best in the garden in 1935.

Roots \$2.00 Plants \$1.00

ORINDA

The tallest, most vigorous bushes, longest stems, and one of the largest flowers. The color is rosolane purple, one shade deeper than Mrs. I. de Ver Warner. A great favorite of all visitors. On Roll of Honor. A well grown Orinda bloom is hard to beat in its color and I am sure a lot of our customers will agree.

Roots \$1.00 Plants \$.50

ORCHID LADY

Form. Dec.—Here is a little champion. The color is orchid pink. It is a wonderful little dahlia all the way round. Won certificate in 1935 at East Lansing and also at Storrs.

Roots \$1.00

KAY FRANCIS, S. C.

Honor Roll, 1934. Named in honor of the movie star. Color, light lemon-yellow, never burns or fades, always bearing perfect flowers. A sensation at the shows in 1934, winning eleven first prizes.

Roots \$1.50 Plants \$.75

KEMP'S WHITE WONDER, I. D.

The greatest informal decorative white dahlia ever introduced. A veritable giant in size.

Roots \$.50

LA FIESTA, I. D.

It is huge. An informal decorative of butter yellow, penciled red. You can't beat this one in its class.

Roots \$.75

*LAURENTIC, I. D.

The color is pink and white. One of the two best foreign varieties we imported in 1935.

Plants \$1.00

LOUISE BATES, S. C.

(Cordes-Eastman.) A very spectacular flower of immense size. Grown naturally, the blooms average 8 to 10 in. The color is a beautiful orchid-lavender. A most prolific bloomer and a real exhibition flower.

Roots \$1.50 Plants \$.75

LORD OF AUTUMN (Almy), I. D.

Unquestionably one of the greatest dahlias of all time. For exhibition it is unrivaled. Gigantic, deep, golden yellow blooms on cane-like stems. It is a certain prize winner in any show. We have excellent stock of this variety.

Roots \$1.50 Plants \$.75

MADAM QUEEN, F. D.

The darkest maroon we had in the garden. It's a fine grower, coarse foliage, long stems.

Roots \$.75

MAN O' WAR, I. D.

Was the outstanding dark rich carmine red of the season and one of the best keepers. Winner of the American Home Achievement Medal in 1932 and on 1933 Honor Roll. A favorite of ours.

Roots \$1.50 Plants \$.75

MARDI GRAS

A very bold flower of the American Beauty red shade. The large blooms are held well above the foliage on long cane-like stems.

Roots \$.75

MARY ELLEN, I. D.

The color is a violet-rose, with considerably more pink than lavender. Flowers attain wonderful exhibition size. Achievement Medal winner.

Roots \$.50

*MISS BELGIUM, I. C.

My favorite. Also a favorite with thousands of visitors, an orange cactus free bloomer, extra good stems. A favorite with the florists.

Roots \$1.00 Plants \$.50

MONMOUTH QUEEN, F. D.

This fine light yellow made good all over the country. Flowers are 10 to 12 inches in width by 4 to 5 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage.

Roots \$1.00 Plants \$.50

MONMOUTH RADIANCE, I. D.

(Kemp.) This variety presents a color combination of light coral pink with a primrose suffusion on the reverse of petals, giving the flower a brilliant coral pink effect.

Roots \$1.50 Plants \$.75

PALO ALTO, S. C.

Salmon in two tones — bright pinkish salmon throughout the flower but shading quite perceptibly to a sort of salmon gold at the center. 10 to 12 inches across by 6 inches deep.

Roots \$1.00 Plants \$.50

PRINCE OF PERSIA, F. D.

The immense blooms, frequently 12 in., are of the deepest, glowing crimson. This red attracts as much attention in the garden as any of the new ones regardless of the price.

Roots \$.50

R. A. BROMFIELD, I. D.

A dahlia of great vigor, color a glorious saffron orange, flushed with rose. The flowers are large with great substance and keeping qualities, and are held facing sideways on strong, stiff stems.

Plants \$.50

RAINBOW'S END, I. D.

(Bissell.) A large scarlet strongly shaded golden yellow and with yellow petaloids. A strong, sturdy variety, early flowering and insect resisting to a good degree.

Roots \$.75

ROCKLEY MOON, F. D.

This lemon yellow dahlia shades darker in the center. It is a sturdy grower, producing large blooms on strong stems. This variety was judged the best dahlia in the West Virginia Show, 1934, and received a Certificate of Merit in Storrs, Conn., 1933, and East Lansing, Michigan, 1934.

Roots \$.75

*ROSIGER TRAUM, I. D.

A German variety, its Rosy Dream in our language, and a Dream it is. White, shaded pink, wonderful formation, good stems. Husky grower. Visitors all fell for it and it equals Miss Belgium in popular favor.

Roots \$1.50 Plants \$.75

RUBY TAYLOR, I. D.

A prize winner from the Pacific coast. The color is carmine and the large deep blooms are supported by perfect, long, stiff stems. Awarded a Certificate at Storrs.

Roots \$.75 Plants \$.50

RUTH VAUGHAN, F. D.

A grand pink; an improved Jersey's Beauty.

Plants \$.50

SEND US A PHOTOGRAPH

of your own garden of Zant's Blue Ribbon Dahlias when they bloom next fall.

We are offering \$25.00 in Roots or Plants as prizes for the four best photographs or snap shots received by December 1st, 1937.

First Prize—\$10.00

Second Price—\$7.50

Third Prize— 5.00

Fourth Prize— 2.50

We prefer pictures showing our customer or a friend in their garden admiring some choice bloom or sturdy bush for comparison of height and size of bloom. Any photos we use not winning one of the above prizes we will allow a selection of \$2.00 in trade.

Prize winners will be reproduced in Zant's 1938 Book of Dahlias.

SATAN, S. C.

Here is one that should be in every garden. Color a flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The blooms regularly measure from 10 to 12 inches in diameter and 6 inches in depth, and the long horn-like petals so perfectly rolled and incurved give rare form and character to a flower of unusual brilliancy.

Roots \$.75 Plants \$.50

STAR OF BETHLEHEM, S. C.

Large pure white, with starlike petals, a prize winner.

Roots \$.50

SULTAN OF HILLCREST, F. D.

An outstanding golden yellow with sunrise yellow reverse, extra large 12 to 14 inch blooms on long stiff stems. Scored 85 at Storr's in 1933. We like it the best of all the Hillcrest varieties.

Roots \$1.25 Plants \$.50

THE FIREMAN, I. D.

A striking cardinal red with golden flushes and golden tips at center of flower. Certified at Storr's in '33 and won the American Home Achievement Medal at Boston.

Roots \$1.00 Plants \$.50

THOMAS A. EDISON, F. D.

A gorgeous royal purple dahlia with the sheen of velvet.

Roots \$.50

WASHINGTON GIANT, I. D.

(Lee) Here is a real lavender in a finely formed flower. The blooms are streaked with silver showing silver petaloids in the center. Very large on extra good stems. On the Honor Roll, 1933.

Roots \$1.25 Plants \$.60

***WALLENSTEIN, S. C.**

This is unquestionably the finest crimson-colored cactus ever to come from Europe.

Plants \$.60

WENOKA, F. D.

This variety was a sensation in the trial gardens at East Lansing and is one of the greatest dahlias I've ever seen. It is also one of my favorite colors, an improved Orinda, same exceptional stems carrying the great blooms way above the foliage. On two 1934 Honor Rolls. It was a stand-out in our garden.

Roots \$2.00 Plants \$1.00

W. H. T., F. D.

An unusual shade of old rose, very large exhibition flowers produced on very strong, straight stems.

Roots \$.50

ZION'S DELIGHT, I. D.

New in 1935. Winner of the Achievement Medal. A rich red on long stems that face just right; a good grower and early bloomer.

Roots \$1.50 Plant \$.75

**ZANT'S BLUE RIBBON
DAHLIA SEED**

Wonderful Dahlias may be grown from seed and they will bloom the first season, making as large plants and roots as if grown from bulbs. Bear in mind that each seedling will be a new variety. This makes it the most fascinating part of growing Dahlias.

**Package of 25 Seeds, \$1.25
100 Seeds, \$4.50**

MONEY SAVING PLANT COLLECTIONS

We specialize in Green Plants and have made a country-wide reputation with the husky plants we've sent out to nearly every state from Maine to California and Minnesota to Texas.

Lot 1P

Any six plants listed at 50c sent postpaid for \$2.50.

Lot 2P

Any six plants listed at 75c sent postpaid for \$3.75.

Lot 3P

Any six plants listed at \$1.00 sent postpaid for \$5.00.

ZANT'S BLUE RIBBON SPECIAL

Lot GP1

America's Sweetheart, Buckeye Queen, Daddy Kemp, Golden Standard, Hunt's Velvet Wonder, Jessie Crawford, Myrna Loy, Olympic Sunset, Oriental Girl, Murphy's Masterpiece, City of Cleveland, Adirondack Sunset, Lord of Autumn.

Your Choice, 1 Plant Each of any 8 Varieties
An Outstanding Value, \$5.00 Net Postpaid.

ZANT'S SUPER SPECIAL

All 1936 Introductions and Honor Roll Varieties

Miss Long Island, Pride of Austinburg, Kitty Mac, Grand Slam, Golden Monarch, Hi-Lite, Rose of Heaven, Clara Carder, Challenger, Red Victor, California Idol, Oakleigh Monarch, Red Jug, Miriam Hopkins.

Your Choice: 1 Plant of Any 7 Varieties
\$10.00 Net Postpaid.

Order a Plant Each of the 14 Varieties at \$20.00 Net Postpaid and We Will Include Free Your Choice of

Pride of America, Miss Glory or Azura
Fifteen Champions, All Winners in 1936

IMPORTANT

Orders for special collections should be placed not later than April 1st if possible as we cannot guarantee having plants of all varieties after that date.

LETTERS OF APPRECIATION

Received during 1936

Euclid, Ohio
March 30, 1936

I now have 62 varieties of dahlias and have shopped from Maine to California also Canada, but the stock and courtesy I have received from you was very gratifying, as you may know by the order enclosed.

JAMES R. PROUDFOOT.

Cornwallis, W. Va.
May 12, 1936

I received the shipment of dahlia plants in fine condition. The substitutions which you made in my order were more than satisfactory.

C. G. ROLLINS.

Middletown, N. Y.
May 15, 1936

Dahlia bulbs received today in fine shape. The best packed shipment I have ever received.

Thank you very much for the extra bulb.

MRS. S. HOUGHTALING

Chicago, Ill.
January 24, 1936

I only ordered 4 green dahlia plants from you last year and they were the 1st green plants I ever ordered, so I had my doubts as to what to expect of them and now I just can't say enough about them to express my opinion—but suffice it to say—"Your" green plant dahlias cannot be beat. I put them in the ground day after receiving them—and they went right on growing as if they had never been moved. Grew 9 to 10 feet tall and blooms were more than I expected. Now that they are dug there are at least 5 good sized bulbs to each stalk and they seem to be keeping well at this date.

MRS. E. B. TIMMERMAN.

San Bernardino, Calif.
May 19, 1936

I received the dahlia plants I ordered on last Monday, May 11, 1936 and they were all in excellent condition with the exception of "Rockley Moon", which was slightly wilted. The others are all doing fine, but I don't know if I am going to be able to save this one.

Thanks very much for the extras and if the plants grow as I expect them to, I will probably send you some pictures of them this fall.

R. E. SAMS.

N.B. — He did and won a prize.

Old Fort, Ohio
November 28, 1936

I am enclosing 3 snapshots of dahlias grown from your plants the previous year and which made tubers. The California Idol was a plant this year and not only made wonderful growth and fine flowers, but every plant I bought of you, made a good clump this year.

C. F. ROST.

OUR SURPRISE PACKAGE

10 Roots for \$1.50 — Prepaid

Every year we have a certain amount of clumps that in the hurry of digging, are found without labels. They may be the highest priced varieties we have, but they are all laid aside and together with tubers mixed in dividing, are put in a bin. From this lot we put up this collection. You may find that you have a single tuber worth double what you paid for the whole lot.

Two Collections—20 Roots—\$2.75 Postpaid

Three Collections—30 Roots—\$3.75

All Postpaid

and a Gift in Every Package

ROOT COLLECTIONS

Lot R 1

Jane Cowl, Prince of Persia, Indiana Moon, Josephine G., Omar Khayyam, Thomas A. Edison, W.H.T., Jean, New Glory, Kemp's White Wonder, Buckeye Bride.

**Your choice, any 5 varieties for \$2.00 postpaid,
or a root of each for \$3.95 postpaid.**

ROOT COLLECTION

Lot R 2

Groll's Genesee, Rockley Moon, La Fiesta, Satan, Mrs. Bruce Collins, Cavalcade.

A root of each variety \$3.95 postpaid.

ZANT'S SPECIAL OFFER

Money Saving Root Bargains

We have a number of varieties which we have discontinued growing in order to make room for those on the latest Honor Rolls. In addition, we have varieties of which our stock is too small to catalog and those of which we may have a surplus. These roots are correctly labeled. We guarantee a good color assortment and no two varieties alike. You will receive roots listed in most of the catalogs at 50c and up. Order at once.

12 Roots \$2.75 Postpaid

24 Roots \$5.00 Postpaid

Delivery April 15th to May 15th

This offer subject to withdrawal without notice as the quantity is limited.

Grand Rapids, Michigan, U. S. A.

Date _____

Ship to (Name) _____

PRINT OR WRITE PLAINLY

Street _____ P. O. Box _____ R. D. _____

Post Office _____ State _____

County _____ Shipping Date _____ Amount Enclosed _____

Include 25 cents extra for Special Delivery on Green Plants or 15 cents for Special Handling. We pay all regular postage.

We guarantee all Roots and Plants to be true to name. We guarantee safe delivery on Roots, and on Plants also, provided money is enclosed with order for Special Handling or Special Delivery (see above). Any Root that does not show an eye in three weeks may be returned and we will replace at once, but we do not hold ourselves responsible for the growth of any Root or Plant in your garden.

[illegible]

SUBSTITUTION—Sometimes an extra³ heavy demand will exhaust our supply of that variety; especially in the late Spring. Should that happen, may we substitute with a higher priced variety of the same general color and shading? _____

From _____

Rush this

DAHLIA ORDER

to



Z A N T'S

WILDWOOD GARDENS

2160 East Fulton Road

Grand Rapids, Michigan

GENERAL INFORMATION

PLEASE READ CAREFULLY

There always has been and always will be a limited number of failures in every line of gardening, and most of it is due to causes beyond our control, such as soil conditions, too deep or too shallow planting, lack of proper cultivation, unfavorable weather, no rain at the proper time, or too much at one time, sucking and chewing insects not controlled by intelligent spraying. These conditions make it impossible to absolutely guarantee you success, but we do guarantee to fill your order with sound, healthy tubers and well grown plants, and to deliver them to you in growing condition. With each order we send plain printed instructions which should guide you to success.

Unless otherwise specified, root orders will be shipped between April 15 and May 15. Earlier shipments not recommended or guaranteed against freezing, drying out or rotting.

IMPORTANT

NOTICE ON GREEN PLANT SHIPMENTS. Plants will be shipped from May 15 to June 15th, but cannot be sent C.O.D., as this causes delay. 25c should be included with all plant orders to cover special delivery except where there is no special delivery service at post office of destination; in which case, send 15c for special handling. We pay all regular postage. We cannot guarantee safe delivery unless plants are shipped as above.

Special Delivery and Special Handling travel the same as first class mail while regular Parcel Post is fourth class mail. It pays to include the small extra charge to assure prompt delivery.

WARNING. Do not send cash by mail unless you have it registered.

TERMS. Remittance may be made in the most convenient way when sent with order. Or if desired, 25% when order is placed; balance to be paid at time set by you for shipment of stock.

MINIMUM ORDER. On all orders less than \$2.00 add 15c for postage. All orders \$2.00 and up delivered prepaid.

ALL ORDERS are acknowledged the day received. Keep a copy of your order. Write name and address plainly.

REFERENCE: We refer you to the Old Kent Bank of Grand Rapids as to our responsibility.

FREE ROOTS AND PLANTS

When you have made out your order you may select extras of your own choice:

On orders from \$ 5.00 to \$10.00.....	10% extra
On orders from \$10.00 to \$25.00.....	15% extra
On orders from \$25.00 to \$50.00.....	20% extra
On orders over \$50.00	25% extra

Does not apply on Special Lots or any Bargain Offers and cannot be taken as a Cash Discount.

Note: Get your friends and neighbors to group their orders and include them with your own, thus getting the benefit of the larger discount in extras of your own choosing.



This six-foot visitor snapped in our gardens affords a vivid comparison of the vigorous growth of our dahlias. Note the husky growth, long stems, and 10 to 12-inch blooms.

. . . You, too, can have Dahlias like this—in your own garden—if you buy Zant's Blue Ribbon Roots and Plants.

**VISIT US AND
SEE THEM IN BLOOM**

JOIN THE AMERICAN DAHLIA SOCIETY

If you wish to keep in touch with the dahlia news of the world join the AMERICAN DAHLIA SOCIETY. A quarterly Bulletin is issued devoted to dahlia information. Membership \$2.00 per year payable to C. LOUIS ALLING, 251 Court St., West Haven, Connecticut.

Or send it to us with an order of \$2.50 or more and we will take care of it and include an Extra Dahlia Root or Plant with your order gratis.